Hologic Introduces 3D Breast Ultrasound Imaging on SuperSonic™ MACH™ Systems in Europe

Advancement can enable greater certainty for providers and better outcomes for patients

MARLBOROUGH, Mass. January 21, 2021 – Hologic, Inc. announced today the availability in Europe of 3D ultrasound imaging on the SuperSonic™ MACH™ 30 and 20 ultrasound systems. This innovation gives clinicians access to high-resolution B-mode and ShearWave™ PLUS elastography 3D volumes, providing additional insights and enhancing diagnostic certainty.

The premium SuperSonic MACH ultrasound systems leverage exclusive UltraFast imaging technology, providing an image capture capacity of up to 20,000 frames per second,¹ which ensures smooth images with reduced speckle and improved lesion conspicuity. Additionally, with ShearWave PLUS™ elastography, radiologists can evaluate real-time tissue stiffness in 2D and 3D, while Angio PLUS imaging enables microvascular flow assessment. Both imaging modes come together in TriVu imaging, allowing morphology, tissue stiffness and blood flow to be analyzed in real time in the same image. Furthermore, the systems’ control panels feature the revolutionary SonicPad™ touchpad, which makes the user experience more intuitive and helps streamline workflow by reducing user movement and overall examination time.

The additional diagnostic details provided by 3D imaging may assist clinicians in the workup of difficult lesions, including in patients with dense breast tissue.² Furthermore, pairing 3D imaging with the system’s ShearWave PLUS elastography may contribute to more accurate tumor size estimation³,⁴ and clear margin definition in pre-operative settings. In addition, it may play a role in monitoring and evaluating breast cancer patients during and after neoadjuvant chemotherapy.⁵,⁶,⁷

“Ultrasound has become an increasingly important tool for breast cancer diagnosis, helping clinicians assess anatomical structures and breast lesions without any radiation exposure,” said Jan Verstreken, Hologic’s Group President, International. “3D breast ultrasound imaging further enhances the diagnostic accuracy and confidence offered by the SuperSonic MACH systems, improving workflow and efficacy for breast radiologists and sonographers across the breast care continuum.”

The SuperSonic MACH 30 and 20 systems are part of a growing portfolio of ultrasound solutions resulting from Hologic’s acquisition of SuperSonic Imagine, a pioneer in the field of ultrasound imaging. SuperSonic Imagine offers superior technology, helping Hologic achieve better clinical outcomes for breast cancer patients, as well as those with prostate and liver disease.

For more information about the SuperSonic MACH 30 and 20 ultrasound systems and 3D breast ultrasound imaging, visit www.supersonicimagine.com.

About Hologic, Inc.
Hologic, Inc. is an innovative medical technology company primarily focused on improving women’s health and well-being through early detection and treatment. For more information on Hologic, visit www.hologic.com.

Hologic, MACH, ShearWave, SonicPad, Aixplorer and SuperSonic are trademarks and/or registered trademarks of Hologic, Inc., and/or its subsidiaries in the United States and/or other countries.

Forward-Looking Statements
This news release may contain forward-looking information that involves risks and uncertainties, including statements about the use of Hologic products. There can be no assurance these products will achieve the benefits described herein or that such benefits will be replicated in any particular manner with respect to an individual patient, as the actual effect of the use of the products can only be determined on a case-by-case basis. In addition, there can be no assurance that these products will be commercially successful or achieve any expected level of sales. Hologic expressly disclaim any obligation or undertaking to release publicly any updates or revisions to any such statements presented
herein to reflect any change in expectations or any change in events, conditions or circumstances on which any such data or statements are based.

This information is not intended as a product solicitation or promotion where such activities are prohibited. For specific information on what products are available for sale in a particular country, please contact a local Hologic sales representative or write to womenshealth@hologic.com.

Media Contact:
Jane Mazur
+1 508.263.8764 (direct)
+1 585.355.5978 (mobile)
jane.mazur@hologic.com

1 Ultrafast Ultrasound Imaging by Jeremy Bercoff (Published: August 23rd 2011 DOI: 10.5772/19729)